

**King County**  
Quit Line Data Summary  
October 1 - December 31, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 424</b>	<b>N = 2,943</b>
<b>Percent of Statewide Calls</b>	18.0%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 413</b>	<b>N = 2,491</b>
Female	58.1%	61.9%
Male	41.9%	38.1%
<b>Race/Ethnicity</b>	<b>N = 361</b>	<b>N = 2,100</b>
People of Color	22.7%	13.6%
White	77.3%	86.4%
<b>Age</b>	<b>N = 389</b>	<b>N = 2,291</b>
Less than 18 years old	2.3%	2.1%
18 - 24 years old	13.9%	15.2%
25 - 34 years old	21.3%	21.1%
35 - 44 years old	26.7%	27.3%
45 years and older	35.7%	34.2%
<b>Education</b>	<b>N = 378</b>	<b>N = 2,158</b>
Did not graduate high school	11.4%	18.0%
High school graduate	31.7%	33.8%
Some college/vocational school	39.7%	38.6%
College graduate	17.2%	9.6%
<b>Caller Type</b>	<b>N = 416</b>	<b>N = 2,631</b>
General Information	5.3%	13.5%
Health care provider	4.8%	4.0%
Tobacco user	89.9%	82.5%
<b>Payer Type</b>	<b>N = 263</b>	<b>N = 1,627</b>
Insured	36.9%	31.2%
Uninsured	32.3%	30.7%
Medicaid	30.8%	38.1%
<b>Heard About</b>	<b>N = 357</b>	<b>N = 2,157</b>
Past caller	14.8%	14.5%
Employer/worksites	1.1%	1.3%
Health care provider	25.5%	28.3%
Television	14.0%	15.5%
Outdoor advertisement (billboard/bus/wall)	6.4%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	1.1%	0.6%
Newspaper/Magazine	2.0%	1.3%
Brochure/Newsletter	8.4%	7.3%
Family or friend	21.0%	21.6%
Health Department	3.6%	4.8%
School	2.0%	1.3%